

Name	Gender	Age	Occupation	New user	Helper	Goal	Step	Access	Path	Conversion
Ronald Drummond	M	61	brewer	yes	no	to have buckle extensions on his kilt	1	Wikilt direct access after friends advice	Home > Browse > Select a helper > Register on Wikilt > Send Request	make a request
				no			2	mail received from Wikilt (with access)	Help proposal > pay with Paypal > get confirmation and helper address on the dashboard	pay
							3	mail received from Wikilt (work is done, no access)		
							4	Wikilt direct access	Home > Rate the helper	
Fiona McPherson	F	35	florist	yes	no	complete rebuild of a kilt	1	search engine (Google) : "kilt rebuild glasgow"	Home > Browse > Select a shop	phone and go to a professional helper
Gordon Nicolson	M	44	kilt shop manager	no	professional	increase the reputation of his shop	1	mail received from Wikilt (with access)	View a request > Accept or decline request	accept a work
							2	Wikilt direct access	Browse open requests > Select a request > Make a proposal or pin for later and finish by making all the proposals	make a help proposal
Betty Mackenzie	F	69	retired person	no	yes	practicing kilt sewing and increase incomes	1	mail received from Wikilt (with access)	Request > Accept or decline request	accept a work
							2	Wikilt direct access	Dashboard > The work is done + post tracking number > Kilt owner rating	
							3	Wikilt direct access	Dashboard > Rating received	
							4	mail received from Wikilt (no access, monthly incomes summary)		